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COUNTRY Austria

REPORT NO. [REDACTED]

TOPIC Newspapers of the Communist Party of Austria

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REMARKS

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SOURCE

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1. Schueller, chief editor of the Linz Communist Party paper, Neue Zeit, said at an editorial conference that the Communist Party of Austria has printing offices of its own in almost every federal province. These, however, are in financial difficulties because their commercial printing activities are boycotted by the trade. As a result, all these enterprises need subsidies which they receive through the Globus Printing Office. These subsidies come from Soviet funds and represent almost the only investment the Soviets still make. Additional Communist Party printing offices are to be operated in Salzburg, and a new one in St. Poelten will be established because of failure of negotiations for the purchase of an old printing office.
2. In an effort to increase circulation of the Neue Zeit, the paper is permitted to give more space to local events. Sensational news is to be carried in a form unusual in the Communist press, and far-reaching concessions will be made to "bourgeois mentality and morals." Coverage of sports events, which is one of the most effective means of increasing circulation, will be stressed. It was said that on Wednesdays, when the paper runs the so-called "Toto Adviser", the circulation increases an average of about 40 percent over other days.

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